



— POSITION AVAILABLE —

CITY MANAGER

Apply ASAP but no later than April 25, 2025

Welcome to Cape Canaveral, a beachside municipality with a small town feel – in fact, it is sometimes referred to as Mayberry by the Sea. The City is located in east central Florida on a barrier island touching the Atlantic Ocean, just south of its world famous neighbors - the Cape Canaveral Space Force Station and the Kennedy Space Center. A hidden gem, this beautiful oceanfront community boasts relaxing beaches, easy access to Port Canaveral (the world's second largest cruise port by passenger volume), the City of Orlando, and many employment opportunities that support America's space program.

The City is cradled between the tranquil Banana River and endless horizon of the Atlantic Ocean. This prime waterfront community hosts a plethora of water-based activities for people of all ages and abilities. Most notably, the Atlantic Ocean forms its eastern boundary and offers approximately five miles of public beach. Unique among Florida's coastal cities are the City's 24 streets named after U.S. presidents. They run east-west from U.S. Route A1A to the beach and at the eastern end of each is free parking for beach goers. Fishing is quite popular, as are swimming, biking, surfing, kayaking, walking, and simply sunbathing. The Jetty Park Campground, Beach, and Pier embrace the northern boundary of



the City. A scenic vantage point for picnicking and deep-sea fishing, the Jetty also provides an incredible place to watch rocket launches - the launch pads are just two miles to the north - and to observe the coming and going of many cruise ships.

The City boasts a collection of scenic parks perfect for relaxation and recreation. Along the Intracoastal is Banana River Park, complete with a kayak dock, fishing platform, putting green, and reservable waterfront soccer field, as well as other amenities. Just a six-minute walk south is Manatee Sanctuary Park, a 10-acre park with a half-mile paved fitness trail, covered riverside boardwalk, playground, and rentable covered pavilion. Other favorite parks include Rovers Space Dog Park, Cherie Down Park Beach, and Veterans Memorial Park. Visiting the Cape Canaveral Community Center is a must, as this modern 24,000 square-foot venue has multiple spaces for youth and adult activities including a rock-climbing wall, indoor walking track, and splash pad.

When exploring the City and nearby venues, residents and visitors have ample opportunities to satisfy their needs. Food connoisseurs will be delighted with the area's selections, from the region's mouthwatering seafood cuisine to the Vargas Café's freshly hot Cuban dishes and the Southern Charm Café's hearty American comfort food menu.

Throughout the year, the City hosts many beloved community activities such as the children's Easter Egg Hunt, Halloween Monster Mash Trunk or Treat, the Christmastime Holiday, the Reindeer 5K Run, and the monthly Friday Fest events.

Furthermore, the City is dedicated to enriching its community in diverse ways. The C.A.P.E. Center satisfies the need for historical, cultural, and artistic nourishment through its changing exhibits, open art studio, and various programs. Cape Canaveral is also home to seven Little Free Library locations - an internationally recognized program dedicated to providing 24/7 access to education and literary arts.

The City also provides numerous programs to promote its residents' health and well-being. Fitness programs range from Zumba and Jazzercise to pickleball, tennis, and basketball. Youth camps are held during long school breaks, and youth sports like

Space Coast Little League and North Beaches Police Athletic League play year-round.

Cape Canaveral is a safe and friendly community with a cozy, small-town feel. It is also a welcoming community – a true melting pot where residents have a real sense of pride in their neighborhoods. When storms come, everyone pitches in and helps clean up. The City's hotels and commercial properties lie along State Route A1A. and, as a result, the City can be bustling when multiple cruise ships are in port – they can easily add 5,000 to 10,000 people who are in transit. The rest of the community is walkable and bikeable. Crime in the City tends to be below the Florida average and residents feel safe. The area is recognized for the quality of its schools, listed as #4 out of 662 for "Places with the Best Public Schools in Florida," (Niche, 2024). Cape View Elementary is the only school within city limits and is an "A" rated school.

Cape Canaveral provides a variety of living options, ranging from single family homes to condominiums and townhomes. According to Realtor.com, the median sold home price of \$340,000. Home location and type is the key to determining the cost. The closer to the beach, the more expensive the home is. For example, a nice three-bedroom, two-bathroom home with approximately 1,500 square feet away from the beach might be listed for \$685,000 while the same home closer to the beach may be listed as high as \$2.2 million. Condominiums tend to be less expensive, starting in the low \$200,000s.

Those seeking higher education have numerous options within a 70-mile radius, such as Eastern Florida State College in Cocoa (12 miles west), Florida Institute of Technology in Melbourne (27 miles south), University of Central Florida near Orlando (44 miles west), and Seminole State College in Sanford (66 miles northwest). Other notable Florida campuses include University of South Florida in Tampa (126 miles west), Florida Atlantic University in Boca Raton (140 miles south), University of Florida in Gainesville (164 miles northwest), and Florida International University in University Park (over 220 miles south).

One of Cape Canaveral's greatest charms is its proximity to other area attractions and amenities. Port Canaveral cruise terminals

are a mere two miles from city hall. To the south is Cocoa Beach where travelers can visit the Brevard Museum of History and Natural Science, watch the annual Thunder on Cocoa Beach boat races, and enjoy a wild day along the Twister Airboat Rides. For history buffs, the Sands Space History Center and iconic Cape Canaveral Lighthouse are just a five-mile trip north. Another popular destination is the famed Kennedy Space Center Visitor Complex (17 miles northwest). Just a few more miles north, the Merritt Island National Wildlife Refuge and the Canaveral National Seashore are known for spectacular birdwatching (including pink flamingos) and other nature observation prospects, such as numerous alligators – as well as fishing and seasonal hunting. Visitors can also catch a dolphin and whale-watching tour or enjoy a sunset cruise at Port Canaveral, Merritt Island, or Cocoa Beach.

If you are looking for the big city lights, Orlando is just 55 miles west. There, you will find cultural venues such as the Dr. Phillips Center as well as numerous large amusement parks, such as SeaWorld, Universal Studios, and Disney World. If that is not compelling, Orlando's bustling nightlife is sure to thrill.

Additionally, Cape Canaveral residents have access to numerous sports teams. Nearby professional league teams include the Orlando City SC (MLS), Orlando Magic (NBA), Orlando Solar Bears (ECHL), Orlando Pride (MWSL), and Orlando Valkyries (PVF). Further away are the NFL's Jacksonville Jaguars, Miami Dolphins and Tampa Bay Buccaneers as well as the NHL's Tampa Bay Lightning and Florida Panthers, the NBA's Miami Heat, and MLB's Miami Marlins and Tampa Bay Rays. Then there are MLB's numerous spring training sites and minor league teams. And that does not even begin to address the college and university teams such as the University of Florida's Gators, the University of Central Florida's Knights, and the University of Miami's Hurricanes.

Traveling from the City is quite easy. State Route A1A passes directly through the City and to the north and east, merges into State Route 528. After 46 miles, it passes Orlando International Airport. Melbourne Orlando International Airport is 26 miles south, and Orlando Sanford International is 65 miles northwest. Besides Port Canaveral, approximately 200 miles south lie the Port of Miami and Port Everglades (Fort Lauderdale), the first

and third busiest cruise ports in the world. There are also future plans to add a Brightline (high speed rail) station about 10 miles from the City.

Cape Canaveral is truly a treasure. It is not just near a space port nor is it simply a vacation resort. It is a wonderful place to live, raise a family, and grow professionally. So, if you are a seasoned professional and an outstanding leader and manager, please apply to be our next City Manager!

HISTORY

The Cape Canaveral area was originally home to indigenous Native Americans. The first Europeans to visit the area were Spanish explorers in the early 1500s. Growth, however, came very slowly to the area. The first major development was the nearby lighthouse which was built after numerous shipwrecks in 1848.

The area's abundant wildlife led to several wealthy Harvard University alumni establishing the 18,000-acre "Canaveral Club" in 1890 as a vacationing, hunting, fishing, and tourist spot. The Club's clearing much of the wilderness led to an influx of settlers and seasonal visitors.

As more families settled the area, communities began to form, but the collapse of the Florida land boom and the Great Depression in the 1920s and 1930s upset many plans for the region.

As air conditioning arrived in the 1950s and the nearby Space Program ramped up, so did the region's population. Fearing annexation into Cocoa Beach (which had substantial debt and high taxes), residents strove to form their own city in 1961. After numerous delays, the City of Cape Canaveral became a reality in 1963.

DEMOGRAPHICS

Cape Canaveral is not a young community. In fact, the median age is more than 20 years older than the US average. In 2024, Niche ranked the City as #38 out of 662 areas for "Best Places to Retire in Florida" (2024). See Table I on the next page for the City of Cape Canaveral's demographic profile.

Table 1: Cape Canaveral Demographics

| Distribution by Race | | Distribution by Age | |
|--------------------------------|--------|---------------------|-------|
| White | 86.7% | 0 to 15 | 12.1% |
| Black | 2.2% | 15 to 25 | 4.3% |
| Asian | 1.6% | 25 to 45 | 16.8% |
| Native American | 0.5% | 45 to 65 | 41.1% |
| Some Other / Two or More Races | 9.0% | 65 to 85 | 31.0% |
| Total | 100.0% | Over 85 | 3.0% |
| Hispanic (all races) | 6.4% | 9,976 | |

| Educational Achievement (25 & Over) and Other Statistics | |
|--|----------|
| High School or Higher | 95.6% |
| Bachelor's Degree or Higher | 38.6% |
| Median Age—Cape Canaveral | 59.5 |
| Median Age—U.S. | 38.9 |
| Median Household Income—Cape Canaveral | \$70,585 |
| Median Household Income—U.S. | \$74,580 |
| Poverty Rate | 8.8% |

Source: U.S. Census Bureau

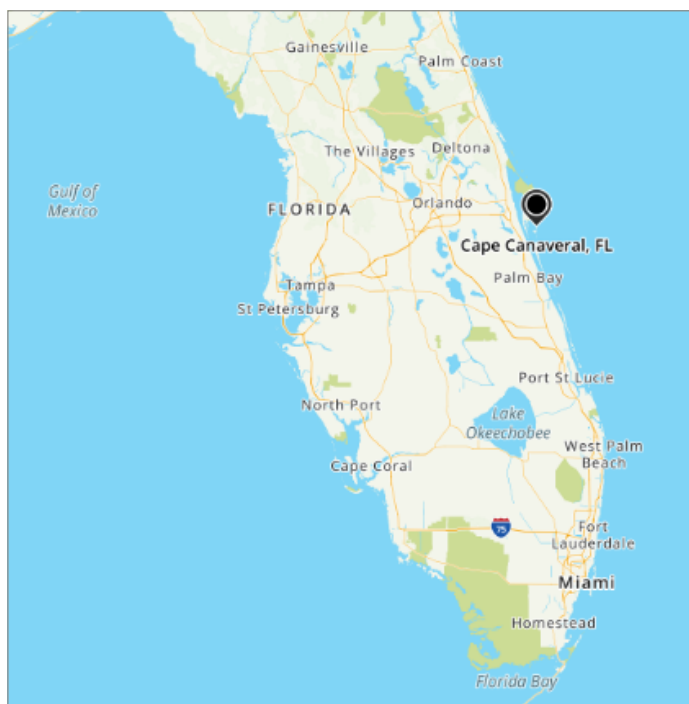


Figure 1: Location of Cape Canaveral, FL

CLIMATE

Cape Canaveral's summers are hot and humid, with average high temperatures in the high 80s to low 90s and the low temperatures in the low 70s. Humidity tends to peak during July and August and can be quite high. Fortunately, the ocean breezes tend to mitigate the hot, humid days. Winters are mild and pleasant, with average highs in the 70s and average lows in the 50s. Although January is the coldest time of the year, with an average low temperature of 49° F and an average high temperature of 71° F.

Some precipitation is expected throughout the year but is heaviest from June through September when more than half of the area's average rainfall of 53 inches falls. Snow is exceptionally rare although there were a few flurries in 2003. Hurricanes, unfortunately, are more common. That said, the last truly serious storm to strike the area was Hurricane David in 1979.

GEOGRAPHY

Cape Canaveral is on a barrier island on Florida's east coast approximately 200 miles north of Miami and 160 miles south of Jacksonville in a region known as the Space Coast. The City is bordered by the Banana River (also known as the Intracoastal Waterway) to the west, Port Canaveral to the north, the Atlantic Ocean to the east, and Cocoa Beach/unincorporated Brevard County to the south. The City is within Brevard County and is part of the Palm Bay–Melbourne–Titusville Metropolitan Statistical Area. See Figure 1 for more information.

Comprised of 1.9 square miles, the City has an average elevation of 10 feet above sea level.

The primary mode of travel to and from the island is driving. State Route A1A runs north-south inside the City and merges into State Route 528 which connects to the mainland and continues west to a point southwest of Orlando.

COMMERCE

The City's economy is anchored by Port Canaveral, Patrick Air Force Base, Kennedy Space Center and associated defense and

aerospace contractors. Its proximity to Orlando, coupled with its riverfront parks and beaches, helps spur tourism activity.

Information about Cape Canaveral's principal employers and principal property taxpayers is unavailable. Instead, see Table II below for Brevard County's principal employers in 2024.

THE GOVERNMENT

The City of Cape Canaveral operates under a council-manager form of government and is governed by a five-member City Council. It is comprised of a directly elected Mayor and four Council Members. Members serve staggered three year terms and are term limited in the sense that they cannot serve more than two consecutive terms as a Council Member or two consecutive terms as the Mayor. The Mayor was re-elected in 2024. Two Council seats will be up for election this year and two next. The Mayor was first elected to the Council in 2017, the Mayor Pro Tem in 2019, and the remaining three Council Members in 2021, 2022, and 2023. The Council Members work primarily well together and genuinely appreciate the staff. The departure of the most recent City Manager has caused some disharmony, but nothing that getting a new City Manager will not fix.

The City Council appoints the City Manager by simple majority to oversee the City's daily operations. He/she appoints all department heads. The City Attorney is also appointed by the Council.

Cape Canaveral provides numerous services through its various departments and divisions. These include Administrative and Finance Services; Capital Projects (including Storm Water); Community and Economic Development (Urban Planning, Building Inspection, Code Enforcement, Sustainability and Resilience Planning, Community Redevelopment Agency, Economic Development, Building and Permits, Code Compliance, and Planning and Zoning/

Community Development); Human Resources; Parks, Recreation and Community Affairs; Public Works Services; and Wastewater and Reuse Services.

Fire and Rescue Services are provided through Canaveral Fire Rescue (an independent, special district); Police Services through Brevard County Sheriff's Office; and Solid Waste Collection Services through Waste Pro. The City also owns its public library which is operated by Brevard County through an Interlocal Agreement. Water is provided through a contract with the city of Cocoa Utilities Water Service. See Figure 2 on the next page for the City's organizational chart.

For fiscal year 2025, Cape Canaveral has an adopted budget of \$37,408,688, with a general fund budget of \$21,902,332. The City employs 64 full-time, nine part-time, and four seasonal employees – all of which the Manager oversees. No city employees are unionized.

THE CHALLENGES AND OPPORTUNITIES

Cape Canaveral is a wonderful place to live and be the manager. That does not mean, however, that the next City Manager will not have challenges.

Table 2: Principal Employers, Brevard County, FL

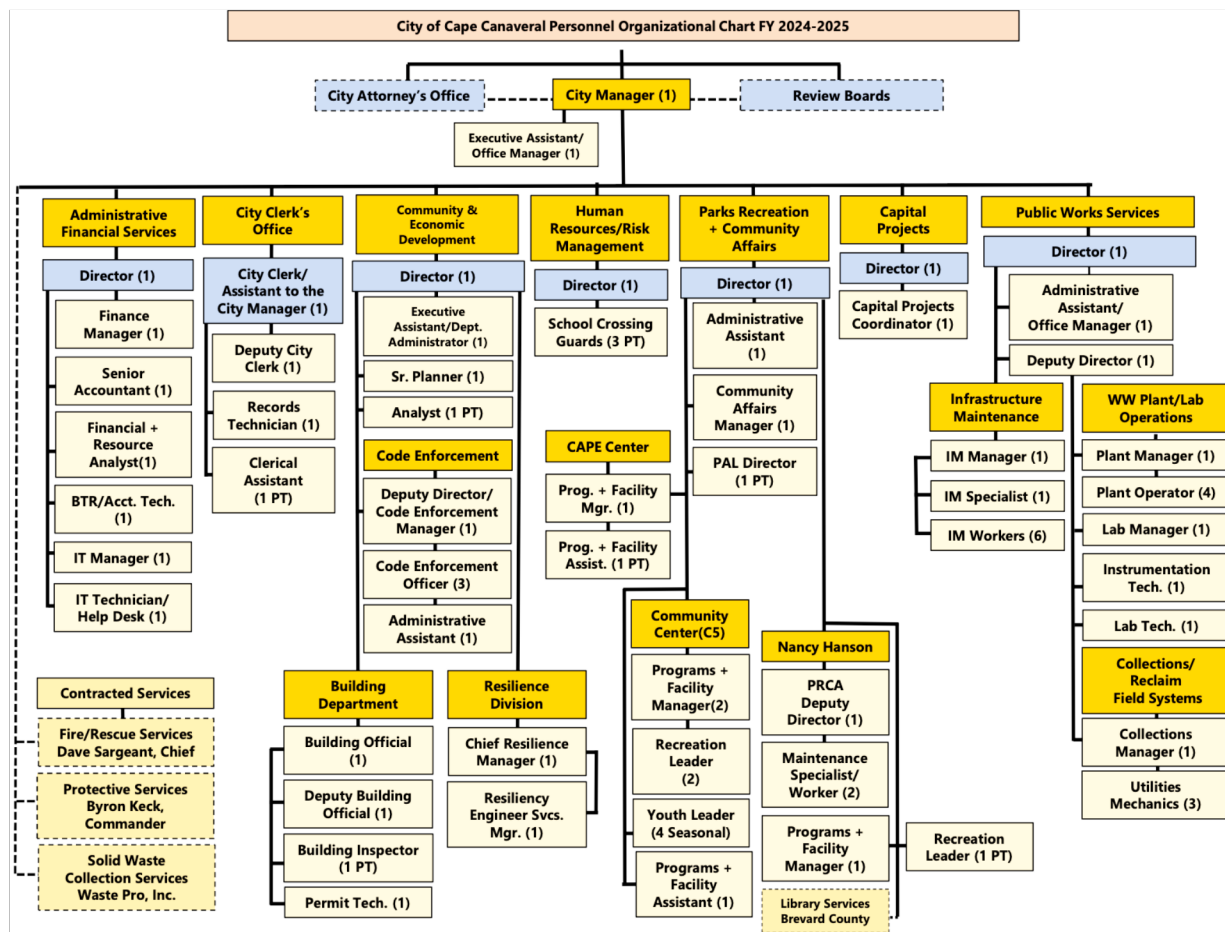
| Employer | Industry | Employees |
|---|-------------------|-----------------|
| School Board of Brevard County | Education | 10,000 – 10,999 |
| Health First Medical Group, LLC | Healthcare | 9,000 – 9,999 |
| L3Harris Technologies | Aerospace/Defense | 7,000 – 7,999 |
| Northrop Grumman Corporation | Aerospace/Defense | 5,000 – 5,999 |
| Department of Defense | Government | 2,000 – 2,999 |
| Blue Origin Florida, LLC | Aerospace | 2,000 – 2,999 |
| Brevard County | Government | 2,000 – 2,999 |
| National Aeronautics Space Administration | Aerospace | 2,000 – 2,999 |
| Florida Institute of Technology, Inc. | Education | 2,000 – 2,999 |
| New Rockwell Collins, Inc. | Aerospace/Defense | 1,000 – 1,999 |

Source: Brevard County, FL 2024 ACFR

First and foremost is balancing future development with the residents' desire to preserve the City's small-town feel. The biggest recent and future impact comes from Port Canaveral. Already the world's second largest cruise port by passenger volume, it has plans for further expansion. While it has been a boon in terms of tax revenues, the demand for local services (such as restaurants) and traffic are a threat to the City's identity. Just a few years ago, the City had four hotels. It now has 11 with two more in the permitting process. Local Airbnb's add to the challenges. Fortunately, many travelers are directed to Cocoa Beach (about 15 minutes to the south) for food and entertainment. The opportunity is to capitalize on what the industry can do for the City – residents would like more restaurants – while minimizing its negative impacts. Residents do not want to be overwhelmed with vacation rentals.

The second challenge is that much of the City's infrastructure is aging, and the ocean's salty breezes are extremely corrosive. Simply put, the useful life of facilities and machinery is not as long here as inland. The Recreation Center was built in 1984 and needs some serious attention. A new roof has been budgeted for and the next step will be to address the interior. The air conditioner for the City Hall building (opened in 2018) will soon need to be replaced at a cost approaching \$400,000. The beach is suffering from erosion and the shoreline along the Banana River (the Intracoastal) needs to be hardened to help prevent flooding in the City. The latter is also encroaching on some of the critical elements of the City's wastewater treatment plant. Additionally, the plant's Aeration Building needs to be completely renovated. Many of the city streets will need attention soon. Stormwater and flooding, particularly in the City's

FIGURE 2: CAPE CANAVERAL ORGANIZATIONAL CHART





southern section, needs to be better addressed. Finally, the plant is now at 75% of capacity and will need to be expanded to accommodate the future. Needless to say, much needs to be done.

The third is financial. Like many cities, there is never enough money. On one hand, residents are fiscally conservative and do not want to see their taxes and / or fees increase. On the other, they want great roads and facilities. Unobligated reserves are being depleted. A long-term plan is needed that reconciles residents' wants and needs with their willingness to pay for them. Capital improvements can only be postponed for so long. Ideally new revenue sources can be found. Otherwise, existing revenues will need to be increased. A potentially complicating factor is that the state's Governor recently announced he would like to do away with property taxes. That would be devastating for Cape Canaveral as \$6,368,914 of its total 2024 general fund revenues (\$21,902.332) came from property taxes.

The fourth is improving staff morale. It is a good group with strong subject matter expertise. That said, the past few months have brought turmoil and uncertainty. The City Manager's contract was terminated for cause, and most of the community and economic development operation's staff have turned over. Plus, there is never enough money. Once again, it is nothing that a strong City Manager and a willing Council cannot fix.

Other challenges include: (1) Getting more crosswalks on State Road A1A. With the increase in cruise traffic, it has become quite dangerous when the cruise ships are in town to disembark and embark passengers; (2) Ensuring code and building regulations are enforced properly and consistently. That will help restore public trust; and (3) Improving street lighting in some locations.

THE IDEAL CANDIDATE

Cape Canaveral is a wonderful community seeking an outstanding leader and manager. The individual will be positive, proactive and visionary with a passion for quality. The ideal candidate will partner with the City Council as a supporter and a trusted advisor. He/she will be strong and will provide well-reasoned, fact-based opinions. The Council does not want a “yes” person but someone who will tell it what it needs to hear, not what it wants to hear. At the same time, the next manager will be diplomatic and voice his/her opinion in the right place at the right time. The ability to build consensus will be important. Being completely honest, having the utmost integrity, and believing strongly in transparency will be critical to the Manager’s success. He/she will understand politics but not be involved in them.

Recent events have caused some of the public’s trust in the government to be lost and the next manager will need to help restore it. Being open and approachable while freely sharing information with excellent people skills will go a long way. The citizens want someone they can be proud of – a true professional who cares about them. The individual will be an outstanding communicator – both verbally and in writing. He/she will be able to translate complex matters into understandable components and communicate with people from all walks of life. The ideal candidate will also recognize listening is often the most important aspect of communication - truly hearing what others have to say and letting people know their views are understood and appreciated.

Being out and about in the community, at events and meeting local groups and business people will also be important in rebuilding the trust. Customer service will not be just a catchy phrase but a core principle and a way of life. The Manager will lead by example and diligently work with businesses and residents to solve problems. He/she will treat everyone fairly and with respect. The customer is not always right but they do deserve to be heard, and when they cannot be helped, the Manager will take the time to explain why.

Internally, the best candidate will always ask, “Are we doing the right things in the best possible way?” Nothing appears to be broken, but money is in short supply so ensuring processes are

optimized will be critical. Being knowledgeable of technology and how it can be applied to improve operations will be extremely helpful.

Personally, the Manager will be intelligent, upbeat, friendly, outgoing, organized, and positive - someone with a “can do” attitude. He/she will also be practical, strong, flexible, consistent, cheerfully persistent, high energy, values-driven, and a leader - not a bureaucrat. A sense of humor will be a plus.

The ideal candidate will inspire confidence, be a team-builder, and delegate – someone who encourages an environment where creativity will flourish and who truly cares about people. The individual will have a sixth sense for determining who is the right person for a job. He/she will be a mentor and supporter of the staff. He/she will have the self-confidence to hire people who are smarter than he/she is, and give assignments, set performance parameters, and step back. Micromanagement will be an alien concept to the next Manager. At the same time, the Manager will expect results and hold employees accountable. An eye for detail will be important. Finally, when all is said and done, and it is time to make a decision, the Manager will not hesitate.

The ability to anticipate/resolve issues before they become problems is critical. Good judgment and common sense are essential. Another important characteristic will be the ability to work with all types of media.

In terms of specifics, the individual will have a demonstrated track record of achievement in management, negotiation, and finance. Skill in intergovernmental relations is important. Knowledge and experience in emergency management will be critical. While a strong storm has not struck the area in recent years, the City wants to be better prepared than it has been. It also wants someone who will be on the scene if and when one strikes. Being able to remain calm and low-key in the midst of a storm while exhibiting leadership is vitally important. Florida experience is a plus.

The selected candidate will be expected to make a commitment to Cape Canaveral. This position should not be viewed as a steppingstone but as a destination. The City hopes the next manager will honor prior managers’ passion for the City and stay a long time.

COMPENSATION

The salary range is \$145,000 to \$190,000 and will depend on qualifications and experience. Benefits are excellent.

CITY MANAGER

Historically, the City Manager position has been quite stable. In fact, the City has only had three Managers in the past 35 years. Unfortunately, the most recent City Manager's contract was terminated for cause in January. He had worked for the City for 23 years, the last five of which he served as the City Manager.

RESIDENCY

Although it is not required by law, the City and its residents strongly prefer that the City Manager reside within city limits. Frankly, it is hard to understand why he/she would want to live anywhere else.

HOW TO APPLY

E-mail your resume and cover letter to Recruit22@cb-asso.com by April 25th. Questions should be directed to Colin Baenziger at (561) 707-3537 or Scott Krim at (801) 628-8364.

INTERNAL CANDIDATES

We do not anticipate any internal candidates. If there are, the Council is committed to a level playing field and will treat all candidates the same when evaluating their credentials.

CONFIDENTIALITY

Under Florida's public records act, once an application is submitted, it is deemed a public record. As a practical matter, we do not expect media coverage until at least the semifinalists are named, and perhaps not even then.

THE PROCESS

Applications will be screened between April 26th and June 2nd. Finalists will be selected June 3rd. Interviews will be held on June 12th and 13th. A selection will be made shortly thereafter.

OTHER IMPORTANT INFORMATION

Cape Canaveral is an Equal Opportunity Employer and strongly encourages women, minorities, and veterans to apply.

ADDITIONAL INFORMATION

For additional information about the City, visit:

www.cityofcapecanaveral.org/

www.visitflorida.com/places-to-go/central-east/cape-canaveral/

www.capecanaveral.gov/business_detail_T49_R22.php